

Action Planning Fort Monroe Bowling Center FY06

Goal 1- Continue to broaden customer appeal by increasing the number of popular and profitable individual and small group programs with flexible time frames.

Strategy: Build off of our successful “Big and Little” Program, by implementing programs that offer different “rewards”. Utilizing different program lengths and costs these can be profitable, popular, and self perpetuating.

Implementation:

1. Contact possible vendors/partners to research different “Rewards” possible programs are:
 - a. Bush Gardens Passes,
 - b. Nascar Race Tickets/Bus Trips
 - c. The New Sony Playstation when it is released in the Spring
 - d. Trip to Atlantic City
 - e. Sprit of Norfolk Passes
2. Begin to implement these programs in late November or Early December continue year round.

Goal 2- Begin to rebuild from initial decline in League Base by promoting and growing “Split Season” Leagues”

Strategy: With the Noontime, Wednesday Night, and Youth Leagues being split into multiple sessions, we have the opportunity to promote the growth of these leagues at times of the year that bowling is more popular and has less competition from outdoor summer activities.

Implementation:

1. Continue to collect bowler information data from programs.
2. Use already collected data from previous programs to begin a “direct e-mail” campaign to advertise leagues.
3. Use of parties and open play to promote interest in joining leagues.
 - a. Example: We have made arrangements with 3 upcoming soccer parties to advertise our youth program to the children that are ending the soccer season. We are hoping to be able to work out similar arraignment such as promote noontime league at “Hail and Farewell” ceremonies.

Goal 3- Continue Improvements in Food and Beverage Cost Controls

Strategy: Now that new menu has been in place we can establish firm inventory control based on historical sales figures. This will help eliminate “Dead Inventory” and reduce waste and spoilage.

Implementation:

1. Establish Firm Minimum and Maximum Ordering Levels on F&B Items by 11/31/2005
2. Evaluate menu items for items that have high spoilage levels or low sales by 12/31/2005
3. Reduce the amount of food that is “precooked” to reduce waste by 11/31/2005.

Goal 4- Continue Growth of Parties and Functions.

Strategy: Continue our growth of birthday, corporate, sports, and office functions and parties

Implementation:

1. Build flyers that promote the uniqueness of our facility as a function venue by 11/1/2005
2. Continue development of “Oversized” Food platters by 12/01/2005
3. Contact Churches, Civic Groups, On Post Organizations and Offices and use direct mail, e-mail, flyers and promotions geared toward developing larger functions.

